

Newsletter

Volume 01 / January 2017



100% pure natural

@aroma

Introduction new oil collection

In the end of 2016 we have launched our new oil collection. The oil catalogue has been simplified by focussing on four collections: Botanical Air, Design Air, Clean Air and Supplement Air. For our essential oil range we have introduced new brown glass bottles with a sophisticated and stylish design. Each collection also contains several newly developed scents and others have been discontinued. The new oils are available in 10ml bottles for the personal diffusers, 450ml bottles for professional diffusers and 100ml bottles for our piezo and stick oils.

The duo - @aromas new piezo diffuser

The release of the new “duo” was already planned for spring 2016 but unfortunately delayed until the end of 2016. By now the first “duo”s have been sold and the customer feedback is very positive. Especially our designer Fumie Shibata gets a lot of compliments for the stylish design. “duo” uses piezoelectric technology to diffuse oils. Essential oils are drawn out of the bottles and pass through the piezoelectric diffuser, which then emits the diffused oil into the air.



Review 2016

The absence of an oil tank eliminates the need for bothersome tank cleanups when changing the oil, while the oil bottles (suspended just above the base of the device) conjure up images of aromas drifting gently into the air and throughout a space. The piezo diffuser “duo” uses two distinct aromas which can be used to accommodate multiple situations. An energizing aroma for example can be used to help wake you up in the mornings, and a relaxing aroma to help you wind down at night.



@aroma worldwide

In 2016 @aroma could further expand its presence around the world. Besides our headquarter in Japan, we are running offices in Berlin, Los Angeles and Shanghai. Furthermore, we are working together with different distributors which supply our products for example in the Middle East. For 2017 our aim is to further strengthen our presence in Europe. Therefore, we are constantly looking for new partners – especially in regions like Scandinavia and Eastern Europe where we are not present yet.

Cooperation with Daikin

@aroma started a cooperation with Daikin, one of the world's biggest air conditioning producers. In the lobby of Daikin's headquarter, a prototype of a new machine which contains an @aroma scenting machine is shown.



Scenting of Banks

In Japan @aroma successfully scented many bank facilities. The scenting does not only improve the customer experience but also has a calming effect. Customers who are by themselves at the ATM in late evening hours feel less worried if a calming scent is diffused.



Scent diffusion in a public bus

@aroma started to test scenting in a public bus in Japan. A scent diffuser was developed which diffuses scent at the bus entrance as soon as the bus doors open and stops as soon as they close again.



Architecture and Design Cooperations

Scenting should be seen as part of the interior design. It should be implemented in the interior architecture concept from the beginning of every project. That's why @aroma will focus more on cooperations with architects and designers. We could already find some partners which will show our products in their showrooms.

Cooperation with BDIA

In November 2016 @aroma became an official member of the sponsoring society of the Bundesverband Deutscher Innenarchitekten (Association of German Interior Architects). We look forward to launch some joint projects this year.

Cooperation with Lufthansa

Deutsche Lufthansa, one of our key customers in Europe, successfully implemented our scenting concept in all of its lounges at the airports in Frankfurt and Munich in 2016. This cooperation proved to be very successful and will be expanded to other locations in the future. For 2017 an expansion to the airports in Milan and Boston is on the agenda.

Cooperation with Lexus

@aroma is already official supplier of Lexus Japan and Lexus USA. A pilot phase with Lexus China was successful and talks with Lexus Europe are in their final stages. We are confident that @aroma will also start supplying Lexus dealers throughout Europe in the course of the new year.

New website & online shop

@aroma has launched its new global website in December 2016. The page comes with an improved structure and a new design in the style of the new product line. Furthermore, @aroma will launch an online-shop in spring 2017 for the European market which will facilitate the supply of private customers.

Literature tip

Justina Rimkute, Caroline Moraes and Carlos Ferreira: The effects of scent on consumer behaviour, *International Journal of Consumer Studies* 40 (2016), p. 24-34.

How does scent influence consumer behaviour? There have been many publications on this question in the last years. This article presents a systematic review of extant research on the effects of scent on consumer behaviour. It concludes that “exposure to scent was found to positively influence attitudes towards service environments and enhance memory for brands, ultimately resulting in increased likelihood of purchase.”

<http://onlinelibrary.wiley.com/doi/10.1111/ijcs.12206/pdf>

Fairs 2017

■ IMM Cologne / January 2017, 16th – 22nd

One of the leading interior design and furnishing shows. Visit @aroma in hall 5 at booth D-058.

■ Euroshop Düsseldorf / March 2017, 9th - 5th

At the world's No.1 retail trade fair @aroma will be present as well. Visit us in hall 1 at booth 1c23.



Event:

Re-thinking interior design - aroma space design as part of interior architecture

On 16th February 2017 @aroma will organize a joint event with the Association of German Interior Architects (BDIA). We will explain how aroma space design can be implemented into interior design. The event will take place in the @aroma showroom at Choriner Straße 54, 10435 Berlin at 18h.

We would be very happy to welcome you.

Please register in advance by e-mail.

<https://bdia.de/re-thinking-interior-design-raumbeduftung-als-teil-der-innenarchitektur-am-16-februar-2017-in-berlin/>



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